

**The Information Overload And What To Do About It**

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*The* **NEXIS**<sup>®</sup> *Solution*

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A Service of Mead Data Central

# 5 Ways You Can Beat the "Information Overload" —with NEXIS

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## **1. You can accomplish in seconds what would otherwise take hours, or even days.**

If you need some hard facts about solar energy, or the Japanese economy, or a U.S. President, there may be hundreds of stories about these subjects, spread out in many different publications. Sifting through the papers and magazines themselves might take a week or even a month.

Turn to *NEXIS*. It does almost all of the "legwork" for you: *NEXIS* finds the stories, displays them on your video screen, and lets you zero in on the facts you need. You're left with a lot more time to do what really counts: think, analyze, react, decide.

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## **2. You get ALL the information you need, but ONLY when you need it.**

Every word of every story that appears in *NEXIS* is yours for the asking. *NEXIS* doesn't give you a "digest" or an "abstract" of the story—but the story itself. Every word.

Not only are the articles—in their entirety—in *NEXIS*, but you can retrieve them in a flash. Best of all, if the information you seek appears in many different publications, you can review them *all* while sitting comfortably at your *NEXIS* terminal.

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## **3. You work with the easiest computer in the information business.**

*NEXIS* speaks English, not computer jargon. You need no technical knowledge of computers at all.

To see the next page of a story, you press a key called "next page." To see the next story, you press "next story." And so on. Meanwhile, on the video screen itself, *NEXIS* "talks" to you, telling you what keys to press next to get on with your information search.

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## **4. If you know what you're looking for, NEXIS is great. If you don't, NEXIS is even better.**

There may be times when you have a general idea of the information you need, but haven't fine tuned the details. That's fine with *NEXIS*. You can revise your search as you go along.

In fact, the process of looking for information often leads to fresh new ideas and approaches. It's a bit like using the dictionary. One word leads to another. Only with *NEXIS*, one *idea* leads to another.

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## **5. You may not take your NEXIS terminal to a meeting. But you can take your NEXIS printout.**

*NEXIS* offers an option that makes your information quite portable: a high speed printer that quickly gives you "hard copy" (the words on paper) of the stories. You can even get a printout of story "references," that is, a list of where the articles appeared originally.



# Every One of These Publications is Available to You —with NEXIS





# A Partial List of the Resources at Your Command —with NEXIS

**New material is added daily.  
New publications are added  
frequently. In other words,  
NEXIS keeps on getting  
better and better.**

Newsweek  
Business Week  
U.S. News & World Report  
The Washington Post  
The Associated Press World,  
National, and Business Wires  
United Press International, World,  
National, Business and Sports  
Wires  
United Press International States  
Wires  
PR Newswire  
American Banker  
Japan Economic Journal  
Chemical Week  
Congressional Quarterly Weekly  
Report and Editorial Research  
Reports  
The Economist  
Aviation Week and Space  
Technology  
The BBC Summary of World  
Broadcasts  
Xinhua (New China) News Agency  
The Reuters General News Report  
American Banker  
The Japan Economic Journal  
Chemical Engineering  
Coal Age  
Electronics  
Engineering and Mining Journal  
Jiji Press Economic News Service  
Kyodo English Language News  
Service  
Coal Outlook  
The Dorvillier News Letter  
Engineering News-Record  
ABA Banking Journal

Update/The American States  
Latin America Regional Reports  
Latin America Political Reports  
Latin America Weekly Reports  
Latin America Special Reports  
Latin America Book News  
Latin America Economic Report  
Latin America Commodities Report  
Christian Science Monitor  
The Raylux Financial Service  
Newsletter  
Synfuels Week  
Advertising Compliance Service  
Defense & Foreign Affairs  
Defense & Foreign Affairs Daily  
Offshore  
Oil & Gas Journal  
Strategy Week  
The States News Service  
Reuters North European News  
Service  
Economic Week  
Dun's Business Month  
(Dun's Review)

*Plus these valuable and informa-  
tive reference works and many  
other important contemporary  
publications:*

The Encyclopaedia Britannica—the  
all new *Britannica 3*, and current  
editions of Britannica's yearbooks.

The Federal Register—a daily publi-  
cation that provides the full text of  
regulations and legal notices issued  
by the United States Government.

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### **Full Text vs. Abstracts**

*NEXIS* is a full text on-line information service. This means that *every word of every story* in *NEXIS* is available to you.

Many other services offer you only abstracts, indexes, or lists of references (which means you must find the original publication yourself). A search for information based on abstracts may be incomplete. Whoever writes the abstract or compiles the index makes certain judgments. That person decides which information is valuable and which is not. You might very well feel differently about the same article. Perhaps a certain fact omitted by the abstracter is crucial to you.

With *NEXIS*, you transcend the entire problem. Every word of the original text is available to you. This makes your search comprehensive, in the truest sense of the word.

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### **What's Your Time Worth?**

According to a recent article in *Business Week*, the average manager now spends 25% of his or her time in such unproductive activities as making phone calls that aren't answered, or searching for people and information.

The article goes on to say that "managerial productivity can be significantly improved by electronic mail, *information retrieval systems*, and other tools of the automated office." (italics ours)

The message is clear. Your time is simply too important—and too valuable—to waste waiting for anything. When you need information, you need it NOW.

With *NEXIS*, you've got it.

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### **Your Personal NEXIS Representative**

... will keep you (and all other *NEXIS* users in your company) continually up to date on how to get the most from *NEXIS*. Your *NEXIS* representative will brief you about new publications as they become available in *NEXIS*; answer any questions you might have; offer tips and strategies to find even more information in *NEXIS* than you thought possible; and in general be there—by phone or in person—virtually anytime you need to know something about *NEXIS*.

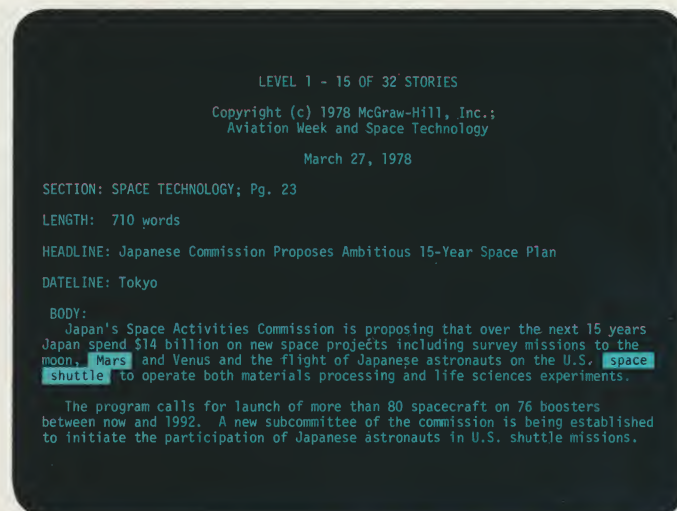
*NEXIS* subscribers are unanimous in their appreciation of their personal *NEXIS* representatives. No other on-line information service offers you the quality of skilled assistance that *NEXIS* users enjoy as a regular feature of the service.



# The Information You Need is Displayed on an Easy-to-Read Video Screen



At the push of a button, *NEXIS* not only displays the articles for you, it gives you a choice of formats. On this screen you see the KWIC format. This stands for "Key Word In Context." It's an invaluable format for a quick scan of the article, to see if the material is relevant. Your search word(s) appear in context, with about 15 words on either side. As always, the word(s) you seek are highlighted, so you're sure to spot them. If you like what you see in KWIC, you can turn to...



...FULL, which displays the entire article for you, just as it appeared in the original publication. Very few information services offer you the advantage of displaying original articles in their entirety—and no other service makes it as easy to find or read them as *NEXIS* does.

LEVEL 1 - 32 STORIES

15. Copyright (c) 1978 McGraw-Hill, Inc.; Aviation Week and Space Technology, March 27, 1978, SPACE TECHNOLOGY; Pg. 23, 710 words, Japanese Commission Proposes Ambitious 15-Year Space Plan, Tokyo

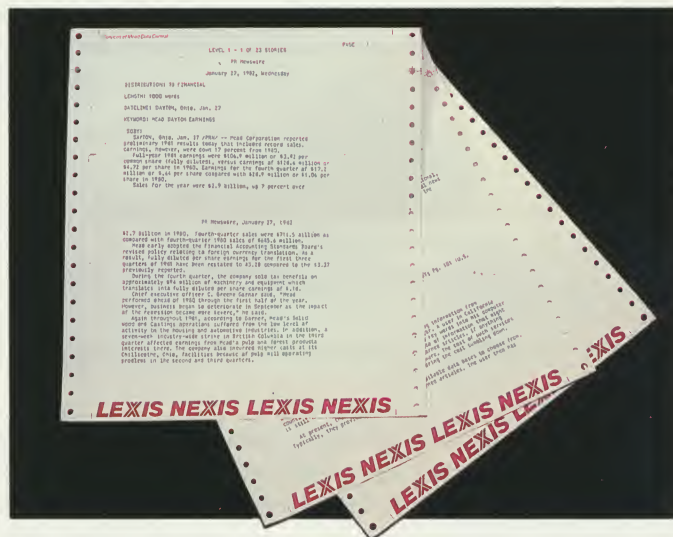
16. Copyright (c) 1977 McGraw-Hill, Inc.; Aviation Week and Space Technology, July 25, 1977, SPACE TECHNOLOGY; Pg. 19, 400 words, Japan Maps Space Program, Tokyo

17. Copyright (c) 1977 McGraw-Hill, Inc.; Aviation Week and Space Technology, June 27, 1977, SPACE TECHNOLOGY; Pg. 18, 1390 words, Senate Unit Votes Key NASA Funding, Washington

18. The Associated Press, June 18, 1977, AM cycle, 510 words, By HUBERT J. ERB, Associated Press Writer, BERLIN, Von Braun-Life, LEAD: When Wernher Von Braun was 16 years old, neighbors called police because he was making too much noise. He had attached a homemade rocket to a soap-box car and gone roaring through the Tiergarten district of Berlin.

19. Copyright (c) 1977 McGraw-Hill, Inc.; Aviation Week and Space Technology, March 21, 1977, AEROSPACE OUTLOOK; Pg. 8, 1840 words, Military Spending Pushes Sales of Aerospace Past \$30 Billion, William H. Gregory

You can even display a complete list of *all* articles discovered when *NEXIS* fulfilled your search request. With many other on-line information services, this list of references is all you can get. You must then find the actual articles elsewhere. But with *NEXIS*, those articles are only a button push away.



If you need "hard copy," *NEXIS* can give it to you. Most subscribers order our high speed stand alone printer, which will print the material you find in *NEXIS* in just a few seconds. You can get printouts in any *NEXIS* format you like: KWIC, or FULL, or a list of references, or any of several other convenient formats.



# When You Need to Know Something, There's Nothing Like NEXIS

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**You're a business executive** and you're considering a new product line. How have other companies fared with this product? What's the potential market? Are any illuminating case histories available? *NEXIS* can tell you—fast.

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**You're a public relations officer** in a large corporation. Your company is embroiled in a takeover attempt by another corporation. What public statements did other companies make in similar situations? Did that help or hinder their cause? How do public statements relate to the strategy or tactics of takeovers? *NEXIS* can tell you—fast.

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**You're a newsperson** and a major story is breaking. You need background material. Fast. With *NEXIS*, you've got it. Case history: When Pope John Paul II was shot, the name of his attempted assassin, Mehmet Ali Agca, at first meant nothing. But a *NEXIS* search revealed that Agca not only was an escaped murderer, but also had written a letter in 1979 threatening to kill the Pope when the Pontiff visited Turkey.

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**You're an advertising executive** in charge of new business. Your agency has its sights set on a major account, and you want to know as much as possible about your potential client. What's the company's financial situation? How has it performed recently? Does the company compete in any way with your current client roster? *NEXIS* can tell you—fast.

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**You're a lawyer** and you need background on the legal issues of corporate relocations; or information on stockholder activities; or data on tax shelters; or trademark use. Perhaps a client is pondering a new product name; does anyone else use it? *NEXIS* can tell you—fast.

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**You run an information center** and you're asked a dazzling variety of questions every day of the week: information on trade in Morocco, marketing in Brazil, food prices in Italy, the performance of any of the Fortune 1000, the views of politicians (or their voting records), events, ideas, people, current quotations—and a million (or a billion) and one other things. For answers—fast—you're certain to discover there's nothing like *NEXIS*.

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## **INFOBK (INFOBANK)**

*The New York Times*—the full text of *The New York Times*. Beginning on June 1, 1980.

The Abstracts—more than two million abstracts of articles selected from *The New York Times* and more than 60 other publications. Beginning in January, 1969.

Advertising and Marketing Intelligence Service—abstracts of selected stories from more than 60 trade and professional publications. The abstracts are written by The New York Times Company in association with J. Walter Thompson. Beginning in January, 1979.

*Deadline Data on World Affairs*—geopolitical profiles of 250 countries, states, territories and organizations. Current version.

## **TODAY (The Today Service)**

Each morning the News Summary for Today and the Business News Summary are available. Each afternoon the Business News Update presents an updated summary of today's news. These summaries are prepared by *The New York Times* and are made available to NEXIS users.

## **EXCHNG (Exchange)**

EXCHANGE, a new library of financial information, contains:

Company and Industry Reports—thousands of in-depth research reports on U.S. and international companies and industries prepared by professional research analysts at leading investment banks and brokerage firms. The date of availability of research reports in EXCHANGE depends on the agreement with each investment bank and brokerage firm.

Consensus Earnings Projections—monthly summaries of current earnings-per-share and five-year growth estimates for over 3000 companies.

SEC Filings—the full text of 10-Qs filed with the SEC by the companies that are covered by the investment banks and brokerage firms that provide company and industry reports.

**To Come**—10-K filings (with selected exhibits); 8-K filings; transcripts of company presentations before the New York Society of Security Analysts; reports on 150 countries produced by ABECOR, a consortium of European banks.

## **GOVDOC (Government Documents')**

The *Federal Register*—a daily publication that provides a uniform system for making available regulations and legal notices issued by federal agencies. These include Presidential proclamations, proposed and temporary regulations, and notices and other documents required by an Act of Congress to be published, or deemed by the Director of the *Federal Register* to be of sufficient interest to be published. Beginning in July 1980.

The *Code of Federal Regulations*—a compilation of federal regulations actually in force at the date of publication of the annual compilations. Sections that have been amended, superseded, terminated or repealed during the calendar year covered by the annual pamphlet are cited in a brief note, which refers to the page of original publication in the *Federal Register*.

<sup>1</sup>LEXIS users will find the *Federal Register*, *Code of Federal Regulations*, and *Weekly Compilation of Presidential Documents* in the GENFED library. The *Federal Reserve Bulletin* is included in the FEDSEC library in LEXIS.

*Federal Reserve Bulletin*—a monthly publication of the Board of Governors of the Federal Reserve System that contains official announcements, statements before congressional committees, reports of legal developments and various other reports and studies. The "Financial and Business Statistics" sections are excluded. Beginning in January 1980.

*Weekly Compilation of Presidential Documents*—an official publication which contains Presidential writings, addresses, and remarks of a public nature based on White House press releases, materials issued by the White House Press Office, and on transcripts of news conferences. Beginning on January 20, 1981.

### **EXPERT® (Forensic Services Directory)**

Provided under an agreement with The National Forensic Center, The Forensic Services Directory contains listings of forensic experts, litigation consultants and legal support specialists.

*The Expert and The Law* is a newsletter.

### **BALDWN (Baldwin United)**

The full text of documents filed in a consolidated action in the U.S. Bankruptcy Court.

### **EB (Encyclopaedia Britannica)**

*Britannica* 3, specifically the 10-volume *Micropaedia*, with important facts in capsule form, and the *Macropaedia*, 19 volumes of comprehensive information on a wide range of subjects, the *Britannica Book of the Year*, *Yearbook of Science and the Future* and the *Medical and Health Annual* are made available under an agreement with Encyclopaedia Britannica, Inc.

### **APOLIT (The Associated Press Political Service)**

In-depth, current information about the candidates, issues, and results in the United States Senate, United States House of Representatives and gubernatorial elections in addition to information on statewide referendums and propositions. The AP Political Service also contains profiles of candidates, stories covering campaigns, a calendar of election events, summaries of races and results by state, and historical perspectives.

### **NAARS (The National Automated Accounting Research System Service)**

#### **Annual Reports**

Annual reports, selected by the American Institute of Certified Public Accountants (AICPA), of corporations listed on the New York Stock Exchange and the American Stock Exchange and corporations quoted over-the-counter.

#### **Proxies**

Extracts from proxy statements selected by the AICPA.

#### **Literature**

Authoritative accounting materials, such as statements of auditing standards, industry accounting guides, and accounting series releases, issued by the AICPA, the Securities and Exchange Commission, the Financial Accounting Standards Board, and other organizations.

### **LEXPAT™**

LEXPAT is a computer-assisted patent research service. LEXPAT contains the full text of every patent issued by the United States Patent and Trademark Office since 1975. Approximately 65,000 new patents are added each year. New patents usually appear in LEXPAT within six days after they are issued. LEXPAT also contains the Master Classification File, the Index to U.S. Patent Classification and the Classification Manual.

### **DIALOG®**

Mead Data Central subscribers may gain access to Lockheed's DIALOG Information Service through their MDC terminals. DIALOG contains more than 150 databases covering all areas of science, technology, business, medicine, social science, current affairs and humanities.

### **TO COME:**

*Daily Report for Executives*  
*Washington Financial Report*  
*Time*  
*InfoWorld*  
*People*  
*Sports Illustrated*  
*Central News Agency*  
*MacNeil/Lehrer NewsHour*  
*Discover*  
*Money*  
*World Information Library*  
*Public Relations Journal*  
*FEDWATCH*  
*INSIGHT*  
*Life*  
*Marine Engineering/Log*  
*Foster Natural Gas Report*  
*Defense Electronics Marketing Directory and Buyer's Guide*  
*Microwave Systems Designers' Handbook*  
*Nuclear News Buyer's Guide*  
*Encyclopedia of the Third World*  
*Global Guide to International Business*  
*Law and Medicine: A Bibliography*  
*The New Book of World Rankings*  
*Who's Who in Television & Video*  
*World Encyclopedia of Political Systems*  
*WorldPaper*

**MeadDataCentral**

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		Period Covered
<b>ALL</b>	<b>Combined file of PAPERS, MAGS, WIRES and NLETTT</b>	
<b>PAPERS (Newspapers)</b>		
AMBAK	American Banker	From January 1979
BBCSWB	BBC Summary of World Broad- casts and Monitoring Reports	From January 1979
BNDBYR	The Bond Buyer	From January 1981
CDSP	The Current Digest of the Soviet Press	From June 1983
CMPWLD	Computerworld	From January 1982
CSM	The Christian Science Monitor	From January 1980
FACTS	Facts on File World News Digest	From January 1975
FINTME	Financial Times	From January 1982
JEJ	The Japan Economic Journal	From June 1980
LGLTME	Legal Times	From January 1982
MAGRWK	Manchester Guardian Weekly	From January 1981
NTLAWJ	The National Law Journal	From January 1983
NYT	The New York Times	From June 1980
WPOST	The Washington Post	From January 1977
<b>MAGS (Magazines)</b>		
ABABJ	ABA Banking Journal	From January 1980
AVWEEK	Aviation Week & Space Technology	From January 1975
BNKADM	The Magazine of Bank Administration	From January 1981
BNKREG	Issues in Bank Regulation	From Winter 1981
BNKRES	Journal of Bank Research	From Spring 1981
BUSWK	Business Week	From January 1975
BYTE	Byte	From January 1982
CHEMEN	Chemical Engineering	From January 1981
CHEMWK	Chemical Week	From January 1975
COALAG	Coal Age	From January 1981
CQ	Congressional Quarterly Weekly Report	From January 1975
DATA	Data Communications	From January 1982
DEFELC	Defense Electronics	From January 1982
DFA	Defense & Foreign Affairs	From January 1981
DUNS	Dun's Business Month (Dun's Review)	From January 1975
ECON	The Economist	From January 1975
ELECTR	Electronics	From January 1981
EMJ	Engineering and Mining Journal	From January 1981
ENR	Engineering News-Record	From January 1981
ERR	Congressional Quarterly Editorial Research Reports	From January 1975
FORBES	Forbes	From January 1975
FORTUN	Fortune	From January 1983
HBR	Harvard Business Review	From January 1976
HITECH	High Technology	From June 1981
INC	Inc.	From June 1981
INDWK	Industry Week	From January 1981
MICSYS	Microwave Systems News	From January 1982
MINJNL	Mining Journal	From January 1981
MINMAG	Mining Magazine	From January 1981
MINREV	Mining Annual Review	From 1981
NTLJNL	National Journal	From January 1977
NUNews	Nuclear News	From January 1982
NWEEK	Newsweek	From January 1975
OFFSHR	Offshore	From January 1980
OILGAS	Oil & Gas Journal	From January 1978

		Period Covered
USBANK	United States Banker	From January 1983
USNEWS	U.S. News & World Report	From January 1975
WASHQR	The Washington Quarterly	From Winter 1982
<b>WIRES (Wire Services)</b>		
AP	The Associated Press world, national, business and sports wires	From January 1, 1977
BWIRE	Business Wire	From September 19, 1983
EURNOR	Reuters North European News Service	From December 1, 1981
INPRES	The Inter Press Service	From April 2, 1984
JIJI	Jiji Press Ticker Service	From January 4, 1980
KYODO	Kyodo English Language News Service	From March 8, 1980
PRNEWS	PR Newswire	From January 22, 1980
REUTER	Reuters General News Report	From April 15, 1979
SWNEWS	Southwest Newswire	From February 1, 1984
UPI	United Press International world, national, business and sports wires	From September 26, 1980
UPSTAT	United Press International states wires	From November 1, 1980
XINHUA	Xinhua (New China) News Agency	From January 1, 1977
<b>NLETTT (Newsletters)</b>		
ADCOM	Advertising Compliance Service	From September 1981
ADDAY	Ad Day	From January 1982
AMSTAT	Update/The American States	From January 1981
BIOMAS	Biomass Digest	From January 1982
BIOTEC	McGraw-Hill's Biotechnology Newswatch	From May 1981
BNKEXP	Banking Expansion Reporter	From January 1982
COALIN	Coal Week International	From January 1981
COALOT	Coal Outlook	From October 1975
COALTC	Coal Technology Report	From July 11, 1983
COALWK	Coal Week	From January 1981
CWNEWS	ChemWeek Newswire	From July 1, 1983
DEFIND	Defense Industry Report	From January 1982
DFADLY	Defense & Foreign Affairs Daily	From January 1981
DFAWKY	Defense & Foreign Affairs Weekly	From January 1981
EASIAN	East Asian Executive Reports	From September 1979
ECOWK	Economic Week	From January 1981
ELMKT	Electrical Marketing	From May 19, 1982
ELUTL	Electric Utility Week	From January 1981
EMJMAD	E&MJ Mining Activity Digest	From May 1982
ERW	Enhanced Recovery Week	From September 1980
EXECSP	The Executive Speaker	From June 1980
GENTEC	Genetic Technology News	From January 1982
GRNMKT	Green Markets	From May 24, 1982
INERGY	Inside Energy/with Federal Lands	From January 1981
INFERC	Inside F.E.R.C.	From January 1981
INNRC	Inside N.R.C.	From January 1981
INRD	Inside R&D	From January 1982
INROBI	Industrial Robots International	From January 1982
KEYNEW	Keystone News Bulletin	From May 1982
LAN	Latin America Regional Reports Latin America Weekly Report Latin America Commodities Report	From November 1979 From April 1967 From December 1976

**Period Covered**

MDEAST	<i>Middle East Executive Reports</i>	From September 1978
METLWK	<i>Metals Week</i>	From January 1981
MORGAN	<i>The Morgan Guaranty Survey</i>	From January 1982
NUFUEL	<i>NuclearFuel</i>	From January 1981
NUWEEK	<i>Nucleonics Week</i>	From January 1981
PELIT	<i>Platt's Energy Litigation Report</i>	From January 1981
PETCHM	<i>International Petrochemical Report</i>	From January 5, 1983
PETINT	<i>Petroleum Information International</i>	From October 5, 1981
POMKT	<i>Platt's Oil Marketing Bulletin</i>	From May 24, 1982
PONEWS	<i>Platt's Oilgram News</i>	From January 1981
POPOL	<i>Platt's Oil Policy Letter</i>	From January 1981
PPRICE	<i>Platt's Oilgram Price Report</i>	From May 17, 1982
SECWK	<i>Securities Week</i>	From January 1981
SPBUSN	<i>Space Business News</i>	From July 18, 1983
SYN	<i>Synfuels Week</i>	From August 1979
SYNFLS	<i>SynFuels</i>	From May 1982
WHARTN	<i>Wharton Economic News Perspectives</i>	From January 1983
WLDFIN	<i>World Financial Markets</i>	From January 1982

**(Reference Materials)**

**ALLREF Combined file of reference materials**

AMPOL	<i>The Almanac of American Politics</i>	1984
DDWA	<i>Deadline Data on World Affairs</i>	Current Version
DFAHBK	<i>Defense &amp; Foreign Affairs Handbook</i>	Current Version
HARFAX	<i>HARFAX Database of Industry Data Sources</i>	Current Version

Typically, materials published daily are available within one to two days; materials published weekly are available one week after publication; materials published monthly are available three weeks after publication. Wire service stories are available 12 to 48 hours after they are carried over the wire. The date of availability depends on the agreement with each publication and wire service. Consult the NEXIS Libraries Guide for more specific availability information.



## SESSION CHARGES

### ■ Searching

	PEAK	OFF-PEAK
Individual publication files . . . . .	\$ 9.00	\$4.50
AMI and ABS files . . . . .	\$12.00	\$6.00
Group and ALLABS files . . . . .	\$15.00	\$7.50
NEXIS ALL, LEXPAT™ ALL and ALUTIL files . . . . .	\$18.00	\$9.00
Modifying a search by adding a level . . . . .	\$ 3.00	\$1.50

Discount on searches during peak time (per month)

NUMBER OF SEARCHES	DISCOUNTS
101st - 250th . . . . .	4%
251st - 500th . . . . .	8%
501st - 1000th . . . . .	12%
1001st - 1500th . . . . .	24%
Over 1500th . . . . .	32%

- Connect time per hour . . . . . \$20.00
- Telecommunications per hour (Domestic)
  - MeadNet™ or Telenet<sup>SM</sup> . . . . . \$ 8.00
  - WATS . . . . . \$12.00
- Off-line printing per line . . . . . \$ .02

## MONTHLY CHARGES

- Subscription . . . . . \$50.00
- UBIQ terminal . . . . . No Charge
- Tabletop printer . . . . . No Charge
- Stand-alone printer . . . . . \$150.00
- Local telephone bill paid by subscriber to  
telephone company

## ONE-TIME CHARGES

- Instruction . . . . . No Charge
- Installation<sup>2</sup>
  - UBIQ terminal . . . . . \$200.00
  - Tabletop printer . . . . . \$200.00
  - Stand-alone printer . . . . . \$200.00

<sup>1</sup>Please refer to the current Mead Data Central subscription agreement for complete details of terms and conditions. Search charges may also be viewed online.

<sup>2</sup>Only for the first terminal and printer in each location.

## MeadDataCentral

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**THE NEW YORK TIMES  
THE INFORMATION BANK  
ADVERTISING & MARKETING INTELLIGENCE (AMI)  
DEADLINE DATA ON WORLD AFFAIRS  
TODAY: CURRENT NEWS SUMMARIES**

**INFOBANK**



As an information resource covering virtually every subject that affects the human condition, The New York Times has held a pre-eminent position among all newspapers, both in the United States and abroad.

It's the most widely honored publication in the field of journalism; more Pulitzer Prizes have been awarded to this newspaper and its writers than any other journal.

Beginning with the June 1, 1980 edition of the newspaper, every type of story appearing in The New York Times is entered in complete form into the library.

Index terms of a conceptual or generic nature are attached to each article. This lets all users retrieve articles on specific subjects regardless of the vocabulary used in the article itself.

**Content:** All articles, features, columns, editorials, letters and news stories from the final Late City Edition of The New York Times for each day of the week.

**Format:** Full text of all items. All material is retrievable both by free-text searching and by using index terms.

**Time Span:** June 1, 1980 - Present.

**Updates:** Daily

**Size:** Over 240,000 items; 1800 new items added weekly.

**Currency:** Complete editions added 24-48 hours after publication. Enhancements added within 5-7 working days.

**Producer:** The New York Times Company.

## THE NEW YORK TIMES FULL TEXT FILE INCLUDES:

- News stories (of whatever length; all subjects)
- Feature articles
- Editorial page items and columns
- Op-Ed page articles
- Transcript and "text" items (news conferences, debates, addresses, communiqués, treaties, etc.)
- Letters to the Editor
- Obituaries
- Articles from Sunday sections devoted to the New York Metropolitan area regions
- Articles from all special sections (Educational Supplement, National Economic Survey, etc.)
- Main news summary of the day
- Business Digest of the Day
- Indices including index to daily stories and tables of contents of certain Sunday sections
- "In-Summary" stories from the Sunday Week in Review section
- Corporate and bank earnings reports
- Correction stories
- Schedules: Congressional, UN, NYC Council, etc.
- Votes in Congress
- End-of-Season sports tables/charts
- Quotation of the Day
- Saturday "News Quiz" and answers
- Chess, bridge and backgammon columns
- Gardening and Home-Clinic columns
- New York area "Going Out Guide"
- New York City weather/holiday closing announcements

## ADVERTISING & MARKETING INTELLIGENCE (AMI)

AMI is designed to keep up-to-date surveillance on the key changes in the marketplace which affect daily business decisions . . . and to put this intelligence at the disposal of decision-makers at all levels and in many different industries.

Marketing intelligence includes new products, product safety, test marketing, market research, consumer behavior and FTC, FCC and FDA regulations.

Ad agencies use AMI for information on account changes, new campaigns, billings, ad rates, executive changes, mergers and acquisitions, company news and clients looking for new agencies.

For broadcasters, agency personnel and client-side ad managers faced with today's complete media choices, AMI has responded with coverage of programming trends, media access, cable tv, cable franchising, satellite-delivery, low-power tv, videotex, teletext, and affiliated video products from VCR's to computer games.

Products covered in the AMI database run the gamut from Airlines to Wines. Special emphasis on product coverage is given to statistical and numerical information related to sales, market shares, ad expenditures, promotions and demographics.

Information on companies ranges from the Fortune 500 industrials and consumer products manufacturers to major ad agencies, P.R. firms and media organizations—both broadcast and print.

**Content:** Advertising and marketing information from selected articles in more than 60 trade and professional publications.

**Format:** Concise abstracts.

**Time Span:** September, 1979 - Present (abstracts from Advertising Age, Product Marketing and Merchandising date back to January, 1979)

**Updates:** Daily

**Size:** Over 125,000 abstracts. 3,000 added per month.

**Currency:** Abstracts from Advertising Age added within 48 hours of receipt of copy. From other weekly journals added within 1-2 weeks. From daily columns from newspapers added daily. From monthly publications added the same month.

**Producer:** The New York Times Company in conjunction with The J. Walter Thompson Company.

### PUBLICATIONS SELECTIVELY ABSTRACTED FOR AMI:

Ad Day  
Ad East  
Advertising Age  
Advertising Techniques  
Adweek—East  
Adweek—Midwest  
Adweek—Southeast  
Adweek—Southwest  
Adweek—West  
Air Transport World  
American Demographics  
Art Direction  
Automotive News  
Beverage Industry  
Billboard  
Box Office  
Broadcasting  
Cablevision  
Chain Store Age  
    Supermarkets  
Chicago Tribune  
    (Ad column)  
Direct Marketing  
Drug Store News  
Editor and Publisher  
Folio  
Food Engineering  
Food Service Marketing  
Friday Report  
Harvard Business Review  
HFD Retailing Home  
    Furnishings  
Industrial Marketing  
Journal of Advertising  
Journal of Advertising  
    Research  
Journal of Consumer  
    Research  
Journal of Communications  
Journal of Marketing  
Journal of Marketing  
    Research  
Journal of Retailing  
Madison Avenue  
Marketing Communications  
Marketing News  
Media Decisions  
Media Industry Newsletter  
Medical Marketing and  
    Media  
Merchandising  
National Petroleum News  
Nation's Restaurant News  
New York Times  
    (Ad column)  
O'Dwyer's PR Newsletter  
Photo Marketing  
Product Marketing  
Progressive Grocer  
Public Opinion  
Public Opinion Quarterly  
Public Relations Journal  
Public Relations Review  
Quick Frozen Foods  
Sales & Marketing  
    Management  
Stores  
Television/Radio Age  
Travel Weekly  
U.S. Tobacco Journal  
Variety  
Video News  
Wall Street Journal  
    (Who's News column)  
Ward's Auto World  
Women's Wear Daily



## DEADLINE DATA ON WORLD AFFAIRS

If you need specific data on geography, population, culture, the economy, travel, armed forces, government, political party systems and more, about countries, states and world organizations—you need INFOBANK's Deadline Data on World Affairs.

**Content:** Geopolitical data on the countries of the world, the 50 U.S. states, the Canadian provinces, territories and major world intergovernmental organizations.

**Format:** Profiles of each country, divided into specific documents including population statistics, economic data, descriptions of armed forces, government, political parties and more.

**Time Span:** Includes current available data.

**Updates:** Weekly

**Size:** Over 250 countries, states, territories and organizations are represented.

**Currency:** Files are updated as new statistical information is reported.

**Producer:** Deadline Data on World Affairs, a division of DMS, Inc. Greenwich, Connecticut.

The country profiles in Deadline Data on World Affairs include the following categories of information: (Similar material is provided for the 50 U.S. states and Canadian provinces.)

### GENERAL DATA

Location  
Area  
Land Use  
Arable land per capita  
Coastline  
Land boundaries  
Capitol  
Time  
Currency

### POPULATION STATISTICS

Population  
Regional population  
Major cities  
Age distribution  
Population density  
Population distribution  
Population growth rate

### HEALTH CARE

Hospital beds  
Doctors  
Maternal mortality  
Infant mortality  
Life expectancy

### CULTURE

Ethnic composition  
Religion  
Language  
Education

### ECONOMIC DATA

Budget  
Economic aid  
Gross National Product  
GNP per capita  
GNP% (by sectors)  
Labor profile  
Imports  
Exports  
Trading partners  
Tourists  
Balance of payments  
Consumer prices  
Agricultural products  
Industrial products  
Natural resources  
Electric power generation  
Atomic power plant & output  
Crude oil production  
Natural gas production  
Weights and measures

### EMBASSIES

### HOLIDAYS

### TRAVEL NOTES

Climate  
Health precautions  
Miscellaneous

### TRANSPORTATION

Roads  
Vehicles  
Railroads  
Ports  
Civil aviation

### COMMUNICATION

Radio  
Television  
Newspapers  
Telephones

### ARMED FORCES

Total active armed forces  
Annual military expenditures  
Military service  
Merchant fleet  
Civil air fleet  
Alliance  
Army—personnel organization equipment inventory  
Navy—personnel major units aircraft types  
Air Force—personnel organization aircraft types

### GOVERNMENT

Constitution  
Executive  
Legislature  
Judiciary  
Local government  
Election qualifications

### GOVERNMENT OFFICIALS

Head of state  
Head of government  
(Other key officials by title)

### POLITICAL PARTIES

### SUGGESTED READING

World organizations covered in the database include: Arab League, Comecon, European Communities, International Monetary Fund, NATO, OPEC, Organization of African Unity, Organization of American States, the United Nations.

## THE INFORMATION BANK

The Information Bank provides abstracts from scores of publications. An abstract is a concise digest of a news item, column or article; its length is determined solely by the need to properly represent the "Who, What, Where, When and Why" of the original article. In this manner, users obtain the salient facts of a story, and are then able to go directly to the most relevant full-text articles for additional details.

Written and edited by a highly trained staff of research professionals, Information Bank abstracts are prepared with the same rigorous editorial controls and standards applied to the preparation of The New York Times.

**Content:** Current affairs, business, economic, social and political information from selected articles in some 60 newspapers, magazines, scientific and financial periodicals.

**Format:** Abstracts; completely indexed and also free-text searchable.

**Time Span:** 1969 - Present.

**Updates:** Daily

**Size:** Over two million items. Approximately 15,000 new items added per month.

**Currency:** Items from the front page, editorial page and business section of The New York Times added 24 hours after publication. Remainder of The Times and selected items from other publications processed on a priority schedule.

**Producer:** The New York Times Company.

### PUBLICATIONS SELECTIVELY ABSTRACTED FOR THE INFORMATION BANK:

#### *General Circulation*

##### *Newspapers:*

Atlanta Constitution  
Chicago Tribune  
Christian Science Monitor  
Houston Chronicle  
Los Angeles Times  
Miami Herald  
The New York Times  
San Francisco Chronicle  
The Seattle Times  
Washington Post

#### *Business Publications:*

Advertising Age  
American Banker  
Automotive News  
Aviation Week and Space  
Technology  
Barron's  
Business Week  
Dun's Business Month  
Editor and Publisher  
Financial Times (Canada)  
Financial Times (London)  
Forbes  
Fortune  
Harvard Business Review  
Japan Economic Journal  
Journal of Commerce  
Oil and Gas Journal  
Oil Daily  
Platt's Oilgram  
Wall Street Journal  
Women's Wear Daily

#### *International Affairs:*

Economist of London  
Far Eastern Economic  
Review  
Foreign Affairs  
Foreign Policy  
Latin American Weekly  
Middle East  
World Press Review

#### *Science Publications:*

Astronautics  
Industrial Research  
Science  
Scientific American

#### *Other Periodicals:*

Atlantic  
California Journal  
Consumer Reports  
Current Biography  
Current News  
National Journal  
National Review  
New Yorker  
Newsweek  
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Time  
US News and World Report  
Variety  
Washington Monthly



## TODAY

Concise summaries of today's news are available daily on TODAY, INFOBANK's News Summary Service. TODAY provides a capsulized look at what's going on in the world at large and the world of business . . . in the form of three different news summaries.

The News Summary for Today, available each morning at approximately 9:00 a.m. eastern time, is a handy condensation of the top international, national and metropolitan New York news stories, along with advertising news, editorials, obituaries and special features from The New York Times for that morning.

The Business News Summary, also available at approximately 9:00 a.m. eastern time, highlights news of companies, international business, litigation, regulation and the markets as reported in that morning's edition of The Times.

The Business News Update, available at approximately 2:00 p.m. eastern time, is a more comprehensive business news summary than the morning summary and is taken from a variety of sources in addition to The New York Times. It includes more international business news and the London gold prices.

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**Together, LEXIS and NEXIS share the world's largest on-line, full-text database.**

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- Changes in the estimated salvage value of a fixed asset.
- Balance sheets showing unfunded pension liabilities.
- Companies with subsidiaries in Hong Kong or Puerto Rico.
- Disclosures of pending government investigations.
- Corporations that are limited partners in partnerships.
- Annual report footnotes disclosing compliance with FASB Statement No. 13, *Accounting for Leases*.
- Companies that have repurchased their stock from employees.
- Examples of double-dated auditors' opinions.
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The Mead logo, featuring the word "Mead" in a stylized, lowercase, sans-serif font.